RECEIVED 1980

Advertising Age

50 YEARS 1930-1980

Entire contents copyright 1980 by Crain Communications Inc. All rights reserved

$1 a Copy; $30 a Year | *The International Newspaper of Marketing* • *In Two Sections. Section 1.* | *April 7, 1980*

FTC drops nutrition issue in industry's lap

By RICHARD L. GORDON

WASHINGTON—The Federal Trade Commission is giving the food industry 90 days to come up with plans for a voluntary alternative to more food ad regulation.

The commission is calling for industry offers in a notice to be published this week at the same time it offers to dump the most controversial portions of its proposed food ad rules.

▪ Initial reaction from Grocery Manufacturers of America president George Koch was positive. FTC's call for voluntary proposals will have the immediate effect of stimulating consideration of the industry's role in nutrition education, he said.

The offer to scrap Phases II and III of the proposed food ad rules, which had been strongly opposed by the industry, shows the commission "is recognizing reality," the GMA president said.

Chairman Michael Pertschuk began signaling a change in food ad tactics at FTC more than a year ago (AA, March 12, '79), when he urged food advertisers to consider bigger voluntary efforts to get diet and nutrition information to the public.

He told ADVERTISING AGE last week that industry failure to agree on a plan acceptable to FTC would probably force the commission to look at fresh regulatory approaches, or recommend that Congress take legislative action.

The chairman said a possible solution would be industry commitment to a major mass media nutrition education campaign, a permanent program that would emphasize the importance of a balanced diet.

While stepping back from food ad rule proposals FTC first published six years ago, Mr. Pertschuk tried to keep the pressure on the industry by warning that public concern about nutrition and health "won't go away."

"It's quite possible that some people, looking at FTC's political problems, will think that FTC isn't alive and can be ignored," he said. "That would be a mistake."

▪ The commission showed no inclination to pull back from Phase I of its food ad proposals. Its top staffers sent final recommendations to the five FTC members last month and strongly urged the rule be enacted (AA, March 31).

Phase I sets disclosure standards for food that claim they provide "energy," make diet

(Continued on Page 73)

"Some people, looking at political problems, will think FTC can be ignored. That would be a mistake."

New York express

New York's streets are more popular with bicyclists as the transit strike creates massive problems, but Frankie Cadwell, president of Cadwell Davis Savage, a daily bike rider for the past ten years, just keeps doing her thing to get to and from her office.

American, TWA join United

Games airlines play

By JOSH LEVINE

NEW YORK—The age of the flying casino has dawned.

American Airlines and Trans World Airlines have stopped spectating as United Airlines passengers and others scratched off United Take-off game coupons in the hope of winning one of 10,000 free trips.

Both airlines announced last week that similar game promotions will be available on their flights and by mailed request starting April 10 (AA, March 31).

United confirmed it is "seriously considering" extending its sweepstakes offer to May 9 in order to match American and TWA. The offer is currently scheduled to end April 30.

"The Great American Game," the more ambitious of the two promotional responses to United, offers 10 month-long passes for unlimited travel on American, 10,000 free round trips, 10,000 certificates that upgrade an economy class passenger to first class, and 29,900 bonus certificates worth a free drink or a free movie headset.

TWA's "Win the World on TWA" game parallels United's promotion with a slight twist—winners of a free round trip are eligible for a drawing that will award one trip for two once a year for the rest of the winner's life.

Neither airline expressed great enthusiasm for the programs that will consume most of their advertising budgets for the next month; both joined reluctantly, rather than leave the promotional glory to United.

United passed out its first game tickets to passengers last Tuesday. As of late last week, Marden-Kane, United's fulfillment shop, had received more than 250,000 mail requests. Earlier, United predicted the number of mailed-in entries would reach 500,000 during the entire promotion.

"Reservations are stronger than they've been all year," said John Zeeman, United's vp-passenger marketing. "There's no way to pinpoint the reason, but we think it is because of the Take-off game."

Leo Burnett Co., Chicago, is the United agency.

The same magnetic effect pulled a reluctant American into a half-fare coupon promotion launched by United last summer. TWA held out, but countered with a "kids fly

(Continued on Page 74)

P&G, B-M roll hair care items

By NANCY GIGES

NEW YORK—Procter & Gamble Co. and Bristol-Myers are both rolling national with two major new hair care products.

P&G is making its expected expansion of Pert shampoo (AA, Feb. 4), and B-M is bypassing test markets to introduce Clairol Small Miracle hair conditioner. B-M is promising $16,000,000 in advertising and promotion support, with $8,500,000 going into tv and couponing. P&G is expected to invest more than $15,000,000 in advertising to back its entry.

Pert, which tested in Tennessee and Wisconsin for about a year, is a creamy pearlescent liquid in a bright green bottle. It is aimed at frequent shampooers, with ad copy stressing its gentleness. The theme line in current commercials: "Bouncin and behavin'." Said to have conditioning properties, Pert will hit the market about the same time as Helene Curtis Industries' new Suave conditioning formula shampoo (AA, March 24). Tv support breaks in June for Suave, out of James Jordan Inc.

Introductory 60-second tv spots for Pert (by Compton Advertising) break May 26 and are set to reach 90% of the target audience six times a month. During the first year, 125,000,000 coupons will be distributed and 1½-oz. samples will be mailed in July.

▪ During the past decade, P&G has made several unsuccessful attempts to introduce a cosmetic shampoo entry. Pert is the only brand that has performed well enough to expand out of test. The Cincinnati marketer is telling the trade Pert has been shifting between the No. 1 and No. 2 positions (with P&G's own Head & Shoulders) in test markets.

Clairol Small Miracle, available in regular and extra body formulas, comes in three different sizes. Tv support set to break June 2 is scheduled during late night and prime time. It is intended to reach 85% of its target audience five times a week, according to trade

(Continued on Page 74)

last minute news

BBDO reported getting share of Timex

MIDDLEBURY, CONN.—Timex Corp. plans to add BBDO as a second agency for an estimated $5,000,000 portion of its $13,000,000 men's and ladies' watches account at Grey Advertising, according to a source. BBDO and Timex could not be reached for comment because the offices of both were closed last Friday.

Keller Crescent to open branch in Dallas

DALLAS—Keller Crescent, based in Evansville, Ind., is opening a new office in Dallas within the next few months. The shop will be a full-service branch, according to sources, and located in Las Colinas, near DFW airport, also home of Bozell & Jacobs/Southwest.

'Hometown' campaign keeps Pizza Hut at FCB

WICHITA—Pizza Hut will retain its current agency, Foote, Cone & Belding, Chicago, on the strength of a campaign that attempts to reposition the chain as a local pizzeria rather than a franchised chain. Theme line of a drive to break in early May is: "Your hometown Pizza Hut." National launch of new Pan Pizza will be a part of the drive. Several of the seven New York shops that pitched the $14,000,000 national account expressed surprise at the decision, citing indications from the chain of widespread dissatisfaction with FCB.

(Continued on Page 8)

Real estate ads

PAPER
3
AA MAR81
DC2001&CONGLIHAGNR 021159200133
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Nets shuffle in last lap of prime time race

By COLBY COATES

NEW YORK—Stunting and shuffling and juggling their way to what may be the closest ending to a prime time tv race since CBS nipped NBC by one-tenth of a ratings point in 1964-65, the three networks are doing double strategic duty as they also make the crucial decisions on next fall's prime time schedules.

Over the next three weeks the networks will determine how to fill a minimum of 16½ prime time hours. Should the Nielsens continue to go awry for some second and third season entries, as many as 21½ prime time hours might demand relief from current occupants.

Nevertheless—and as much as the networks and buyers deplore it—there is a race to be run and 14 days left to scrap it out. At this point, ABC and CBS are in a dead heat, each with a 19.5 rating and 31.3 share.

Ratings aside, the CBS view is that because of what the network has done this year in wounding ABC's four-year monopoly on the top spot, that network already is a winner. However, all three networks have ordered up enough specials, movies and series changes to make the next two weeks reminiscent of two sweeps weeks.

• In general, agency execs think ABC will pull it out on the strength of its April 14 Academy Awards telecast, which starts at 9 p.m. (EST) this year for an extra hour's worth of ratings. Whichever way it goes, the April 22 Nielsen ratings will tell the tale.

Looking to next September, ABC probably will replace four hours at the outset, with at least one additional hour needing surgery before December, sources said.

ABC's more immediate problems are very familiar—the opening 8 a.m.-to-9 p.m. hour on Friday and Saturday plus the two-hour Sunday wasteland that starts at 7 p.m. Recent attempts to plug some of those gaps—"When the Whistle Blows," "Galactica 1980" and "Tenspeed & Brown Shoe"—have been written off by some buyers, though ABC may still nurture a shred of hope for "Tenspeed," if it finds another time period.

"Laverne & Shirley" and "Mork & Mindy" represent major question marks, sources say, with "Angie" and "The Associates" seen as weak sisters. One buyer thinks "Mork" is "really wearing thin" and that it will be shifted to an 8:30

(Continued on Page 74)

Petri wine has been around since 1886, notes ad copy in a dig at Taylor.

Big St. Pauli Girl drive due

C&W gets the Blue Nun habit

By JOHN J. O'CONNOR

NEW YORK—Blue Nun has left Jerry Della Femina after 11 years, and St. Pauli Girl wants to be a "10" in the eyes of *Playboy* readers.

While the foregoing reads like an item in a gossip column, it reflects, however briefly, two noteworthy developments in the alcoholic beverage market during the last week.

Citing Cunningham & Walsh's "creative product," Schieffelin & Co. culminated a review by tapping the agency to handle Blue Nun imported white wine, a $2,500,000 account that was revered by Della Femina, Travisano & Partners.

Meanwhile, Carlton Sales Co., a unit of Foremost-McKesson Wine & Spirits Group, has given up its wines and spirits to sister units to devote all its efforts to St. Pauli Girl imported German beer. Its determination to make the beer a major factor in the imported market will be evident via a five-page single gatefold ad in the July issue of *Playboy*. The ad was described by Henderson Advertising, Greenville, S.C., as the "largest inside single gatefold in the magazine's history."

To lose Blue Nun, a brand as closely identified with the agency as Mr. Della Femina himself, has to be upsetting to the shop.

From a 60,000-case brand in 1969, Blue Nun over the next 10 years became the nation's No.1 selling imported white wine principally because of Della Femina's award-winning, humorous radio commercials featuring the team of Jerry Stiller and Anne Meara. Those spots, replaced in 1978 by tv commercials without the comedy team, succeeded in getting across the message that Blue Nun was the right wine with any meal.

Several months ago, the agency and Schieffelin began to clash over advertising and pricing strategy for Blue Nun, which was unseated as the leading imported white wine last year by Banfi Products' Riunite. According to *Impact*, a wine and spirits newsletter, its forthcoming rankings will show Riunite white with sales last year exceeding 1,500,000 cases, compared with 1,225,000 for Blue Nun.

Mr. Della Femina said he was

(Continued on Page 76)

McCann gets Coke's 'sympathy' on Petri wine ad

SAN FRANCISCO—McCann-Erickson here has broken a new campaign for client United Vintners' Petri Wineries that directly compares its brand with Taylor California Cellars wine.

The newspaper ad, which ran in Los Angeles and is set for other markets, calls Taylor a wine that "puts on airs by comparing itself to Almaden, Sebastiani and Inglenook" (AA, March 31).

Taylor, of course, is a product of Coca-Cola Co.'s Wine Spectrum and the wine that broke from tradition to first use comparative advertising. McCann is Coca-Cola Co.'s major agency (New York and Atlanta offices).

Has the campaign raised any eyebrows at the giant cola company?

Atlanta-based Albert E. Killeen, Coca-Cola vice-chairman, corporate marketing director, and president of the Wine Spectrum, issued the following statement:

"Being a man of compassion, McCann-Erickson has my full and complete sympathy for having been given the impossible assignment by their client, Heublein, owners of both the Petri and Inglenook brands, to somehow, some way, find a basis of favorable comparison between Petri, their low-priced jug wine, with the Wine Spectrum's Taylor California Cellars, a premium brand.

"McCann's difficulty was further compounded because Heublein apparently has not been able to favorably compare Inglenook Navalle, their premium jug wine, supposedly a far superior wine than Petri, with Taylor California Cellars.

"However, McCann is to be congratulated on solving this dilemma by pointing out to Los Angeles consumers that the Petri wine jug does have a handle in the event that a consumer would ever be disposed to remove it from the shelf and does have a screw cap closure in the event a consumer would ever wish to open it and drink therefrom."

• Charles Hamm, McCann vice-chairman in New York and the key contact with Coca-Cola, observed that such client situations occur sometime and indicated it's all part of doing business.

Dan Rosenthal, Petri account exec in McCann's office here, said that he hadn't heard any complaints. #

highlights

Monday, April 7, 1980

Pr battle lines are drawn as the labor-backed Big Business Day group readies nationwide anti-corporation rallies for April 17. *See Page 4.*

"PM Magazine," "M*A*S*H" and "Good Times" look attractive in Katz Tv analysis of Nielsen February syndication report. *See Page 6.*

City & Regional Magazine Assn. may consider folding into the Magazine Publishers Assn. as a result of economic and personnel changes. *See Page 10.*

Panorama cuts its rates and rate base. *See Page 12.*

A $70 billion-a-year business gets its own trade organization with the birth of the Private Label Manufacturers Assn. *See Page 12.*

Farmers who can't afford to buy cows now can lease them. *See Page 30.*

Spain will have its first private tv station within two years, predicted the head of Spain's leading private radio network. *See Page 30.*

Though they lost money, concerts and music specials play a key role in the affiliate battle. *See Page 35.*

Colgate continues uses of children to tout Curad bandages in a new tv campaign. *See Page 35.*

Model agencies are supplying more and more beauties for tv networks' ventures. *See Page 38.*

Camera marketers, turning to specific market sections, displayed their wares at the Photographic Marketing Assn. show. *See Page 40.*

General Tire still spotlights vintage cars in its tire campaign. *See Page 43.*

Ben Colarossi debates Ted Turner's claim that print media is becoming obsolete. *See Page 47.*

Gene Gramm presents more ideas for interested backers, including chewing gum that changes flavor after five minutes. *See Page 50.*

William A. Robinson reviews the 12 basic promotional techniques, examining each of their strengths and weaknesses. *See Page 53.*

Japan's total ad spending topped two trillion yen for the first time last year, according to Dentsu Corp. data. *See Page 53.*

Bank of America and Citibank soon will be offering the British public a full range of loans and other services. *See Page 58.*

ABC plans to use more three-hour made-for-tv movies Sundays and probably will schedule more comedy and suspense tv movies as well. *See Page 62.*

A car liked by few but bought by many, Pinto ends a decade of production this summer. *See Page 64.*

CW Communications enters a venture in China, publishes an extra issue at home. *See Page 64.*

Several significant product moves were made in the frozen food field last month. *See Page 71.*

Wells, Rich, Greene has a new corporate group. *See Page 75.*

A former alcoholic who claimed Smirnoff vodka "ruined" his life has filed a class action suit against the brand and parent Heublein Inc., charging the lack of a health warning label was to blame. *See Page 75.*

Sambo's Restaurants, struggling with financial troubles, dropped its 11-year agency Larson/Bateman and named Bozell & Jacobs, New York, to its account. *See Page 77.*

Retailers and manufacturers discuss the ups and downs of silver. *See Page 78.*

Section 2

Who are the people who comprise U.S. ethnic groups? What are their buying patterns and buying power? What problems do these groups encounter to gain attention in the marketing world? Section 2/Minority Marketing looks at the situation and what is or isn't being done, beginning opposite Page 42.

REGULAR FEATURES

ADBEAT	70	FOR THE RECORD	73
ADVERTISER PEOPLE	28	NEW PRODUCTS	71
ADVERTISING MARKETPLACE	65	OBITUARIES	70,78
AGENCY PEOPLE	69	PHOTO REVIEW	26
BOOKS IN BRIEF	43	PRESSTIME	8
BRADY	20	REGIONAL NEWS	36
CON-SID-ERATIONS	14	UP FOR GRABS	78
CORRECTIONS & CLARIFICATIONS	4	VIDEOTECH	16
EDITORIAL VIEWPOINT	14	VOICE OF THE ADVERTISER	60
FEATURES SECTION	47	WASHINGTON BEAT	22
50 YEARS AGO	82		

Vol. 51, No. 15—Advertising Age (ISSN-001-8899)is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il 60611. Second class postage paid at Chicago and additional mailing offices.

Strike hits N.Y. stores; ads cut

NEW YORK—The transit strike hasn't crippled retail business here, but it is forcing changes in store hours and advertising and causing some sales slippage.

During the pre-Easter selling period last week, many stores dispensed with late evening hours and closed early to accommodate employes. Early closings also reflected lighter store traffic.

• And as consumer traffic fell off, stores either canceled or delayed local advertising.

Robert Gottlieb, senior vp-director marketing at Gimbel's, put "some ads on hold, mainly nonpromotional things not keyed for Easter, such as regular price jeans or slacks ads." However, he added that he had not planned much advertising for early in the week anyway. He felt late week business should be helped by the return of the Long Island Railroad, which was on strike until April 2.

(Continued on Page 76)

Minority marketing looking to the 1980s

(Continued from Page S-19)
has found that advertisers of products have largely overlooked the publication and the audience it reaches.

Said Preston J. Edwards, publisher, "We've had a very difficult time being recognized as a good product medium. We've proved we're a good recruitment magazine, but not product."

Mr. Edwards attributed the problem to an advertising community that "doesn't address itself to specific markets of blacks, lumping them instead into the general market. Sure, young black people are part of the general market, but there are segments within that market too."

While recruitment ads have helped keep the magazine alive (total circulation is 254,818 nationwide), Mr. Edwards wants more product advertising.

Ford Motor Co., Chevrolet, Panasonic, Atlantic and Johnson Cosmetics Co. have advertised in the publication and Mr. Edwards hopes other product advertisers will come on board.

Like the *Black Collegian*, a Chicago-based publication, *Dollars & Sense*, targets a particular segment in the black market—the black professional and the black businessman.

Now in its sixth year, the magazine, published every other month, claims a circulation of 110,000, mostly in the Chicago area with nominal circulation nationwide.

Its audience, according to national sales manager Yvette P. Jackson, is primarily executives or administrators with a median income of $25,000.

Published by National Publication Sales Agency Inc., the magazine has a good advertising mix—most of which comes out of Chicago. However, like other minority targeted publications, a broader advertising mix is sought but not always easy to find.

The Sheridan Broadcasting Network is reaching out to capture the black audience. Linking 84 radio stations, it is the largest, completely black-owned news network operation in the U.S.

Formerly known as the Mutual Black Network, the ownership was changed last August with the purchase by the Sheridan Broadcasting Corp.

All employes involved in the collection and dissemination of the news are black. There is a staff to cover the White House and Capitol Hill. There are two daily sports programs and the network plans to send a staff to Moscow to cover the summer Olympic Games.

"We have been receiving acceptance as a media vehicle," said Skip Finley, exec vp and general manager of the network. "However, we don't like to be told we're not going to get an opportunity to pitch.

"One problem we have is that when advertisers buy network radio, they don't necessarily buy the black network. Because of the small [12%] size of the black population compared to the over-all population, this presents marketing implications in the measurement and consumption of products. Some folks feel they don't need to advertise to the 12%."

• Another problem they confront is that advertisers rank markets by black population and, of the top 100 black markets, there are about 15 or 16 with no black station.

"That's a large difference between us and ABC, CBS or NBC," said Mr. Finley. "If you were to compare our affiliates on a map to where other network affiliates are, you'll see ours are very, very heavy in the Southeast and very limited towards the Midwest or mountain states in the Northwest."

Advertisers include the U.S. Army, Johnson Products, AT&T, Kodak, Chevrolet, ABC-TV, Maxwell House coffee, Campbell soup, McDonald's, Pillsbury and Burger King, which is one of the largest.

"The advertisers' resistance has deteriorated somewhat with the help from the Four A's," says Mr. Finley. "And our selling has become more marketing oriented and more professional. Now we're in a better position. The measurement of radio audiences, specifically blacks, has improved. As the years passed, more blacks, like myself, got experience in the industry and we can address more issues in a more professional manner.

"I think the future is bright for us," he says. "If you take a look at the total black consumers you find that a majority now has an income of $10,000, which is not a high figure in itself, but it speaks for some economic growth, as opposed to 15 years ago. That's why there is going to be a lot of growth for this segment of the black market." #

SKIP FINLEY

Custom research.

Solving problems and creating opportunities

...whatever they may be. Strategy Research Corporation provides clear, reliable strategy studies for decision makers, efficiently.

We speak your language, and seven others.

Strategy Research Corporation

100 N.W. 37th Avenue, Miami, Florida 33125 • (305) 649-5400

Minority readership poll

Ebony, *Jet* and *Essence* continue to be the most widely read magazines among black women.

These magazines have substantially higher readership than the next group of magazines read by black women, *Better Homes & Gardens*, *Good Housekeeping*, *Women's Day* and *Family Circle*.

People is read by 15% of the black women of America.

These findings are based on the cumulative results of a series of national studies as part of the Lee Slurzberg Research (LSR) National Black Omnibus Poll in 1979.

The company conducts a national probability sample of black men and women on behalf of participating clients who sponsor the ongoing poll. The poll has been conducted by LSR since 1971.

Among black men, the pattern of readership is somewhat different after the two major national black publications—*Jet* and *Ebony*.

Sports Illustrated is the third most popular magazine among black men as it has been for the past three years in the LSR National Black Omnibus Poll.

After that, *Black Sports*, *People* and *Black Stars* are the next most widely read magazines among black men. #

Magazine readership among black women

	Read last 2 months		Read regularly	
	1979	1978	1979	1978
Total black women (base)	3,014	2,025	3,014	2,025
Ebony	47%	47%	31%	29%
Jet	37	41	25	26
Essence	22	27	13	15
Better Homes & Gardens	18	20	9	9
Good Housekeeping	17	21	10	11
Women's Day	16	15	11	9
Family Circle	15	15	9	8
People	12	14	5	6
Ladies Home Journal	11	13	6	7
McCall's	11	10	6	5
Black Stars	9	12	5	5
Vogue	7	9	4	4
American Home	5	8	2	3
Black Enterprise	5	4	2	2
Encore	5	6	2	2
Sports Illustrated	4	4	2	1
Mademoiselle	3	6	2	3
Miss Black America	3	4	1	2

Source: LSR national black omnibus poll

Magazine readership among black men

	Read last 2 months		Read regularly	
	1979	1978	1979	1978
Total black men (base)	3,000	1,965	3,000	1,965
Jet	40%	40%	25%	25%
Ebony	38	40	22	23
Sports Illustrated	23	25	14	14
Black Sports	15	15	9	7
People	10	10	4	4
Black Stars	9	11	5	5
Black Enterprise	7	10	4	5
Better Homes & Gardens	6	7	3	2
Black Business Digest	3	5	2	2
Encore	3	5	2	2

Source: LSR national black omnibus poll

Greenstreet & Co.

MANAGEMENT CONSULTANTS / SPECIAL MARKET DEVELOPMENT

MARKET RESEARCH
SALES PROMOTION / MERCHANDISING / PUBLIC RELATIONS / MANAGEMENT SEARCH

"Corporate America's Marketing Liasion to over 100 Billion Dollars in Black Purchasing Power"

Call or write for an informal no obligation discussion.

GREENSTREET & CO.
P.O. BOX 17544
MILWAUKEE, WI 53217
(414) 259-9111